

April 16, 2004

000787

Federal Trade Commission  
CAN-SPAM Act  
Post Office Box 1030  
Merrifield, VA  
22116-1030

Re: CAN-SPAM Act Rulemaking, Project No. R411008

To the Commissioners,

I am a disabled chiropractor and have spent the last three years going to school to retrain myself. I am seeking an advanced degree in nutrition. I plan on providing information to help people make informed decisions about nutrition and supplements. I wish to market my services on the Internet in a professional manner using a newsletter to sent to prospects. Your proposed rules could have a devastating impact on my fledgling endeavor. The following are the specific concerns that I have been advised may affect my business.

I am concerned about the proposed requirement for merchants to maintain suppression lists.

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

Requirement of the use of suppression lists will seriously damage many of the legitimate publications available on the net. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

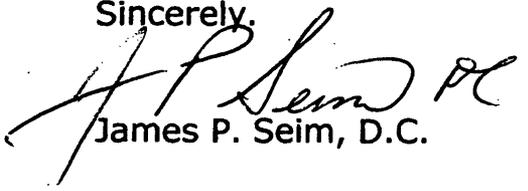
They are not the ones whom CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

There is also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more spam instead of less.

000787

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems,

Sincerely,



James P. Seim, D.C.